

Figure 1

Subscription Matrix 122

092923 285020

Client Terminal I.D. <u>172</u>		
Subscribed Channels <u>174</u>	Non-Subscribed Channels <u>176</u> Other Data <u>177</u>

Figure 2

Bundling Example

HBO (A la Carte \$15/mnth)	1	2	3
SHO (A la Carte \$15/mnth)	1		3
ENC (A la Carte \$15/mnth)		2	3
STARZ (A la Carte \$15/mnth)		2	3

	Additional subscription Programs	ISP Service	Action sports, Drama, etc Fees	Other Services
Bundle 1 = \$25/mnth	+ \$7 each/mnth	+\$35/mnth	\$15 each Mnth	...
Bundle 2 = \$30/mnth	+ \$5 each/mnth	+\$25/mnth	\$10 each/ mnth	...
Bundle 3 = \$32/mnth	+ \$3 each/mnth	+\$15/mnth	\$5 each/ mnth	...

Figure 3

"BUNDLING" 6/5/00

744557 3800

Video Distribution System
102

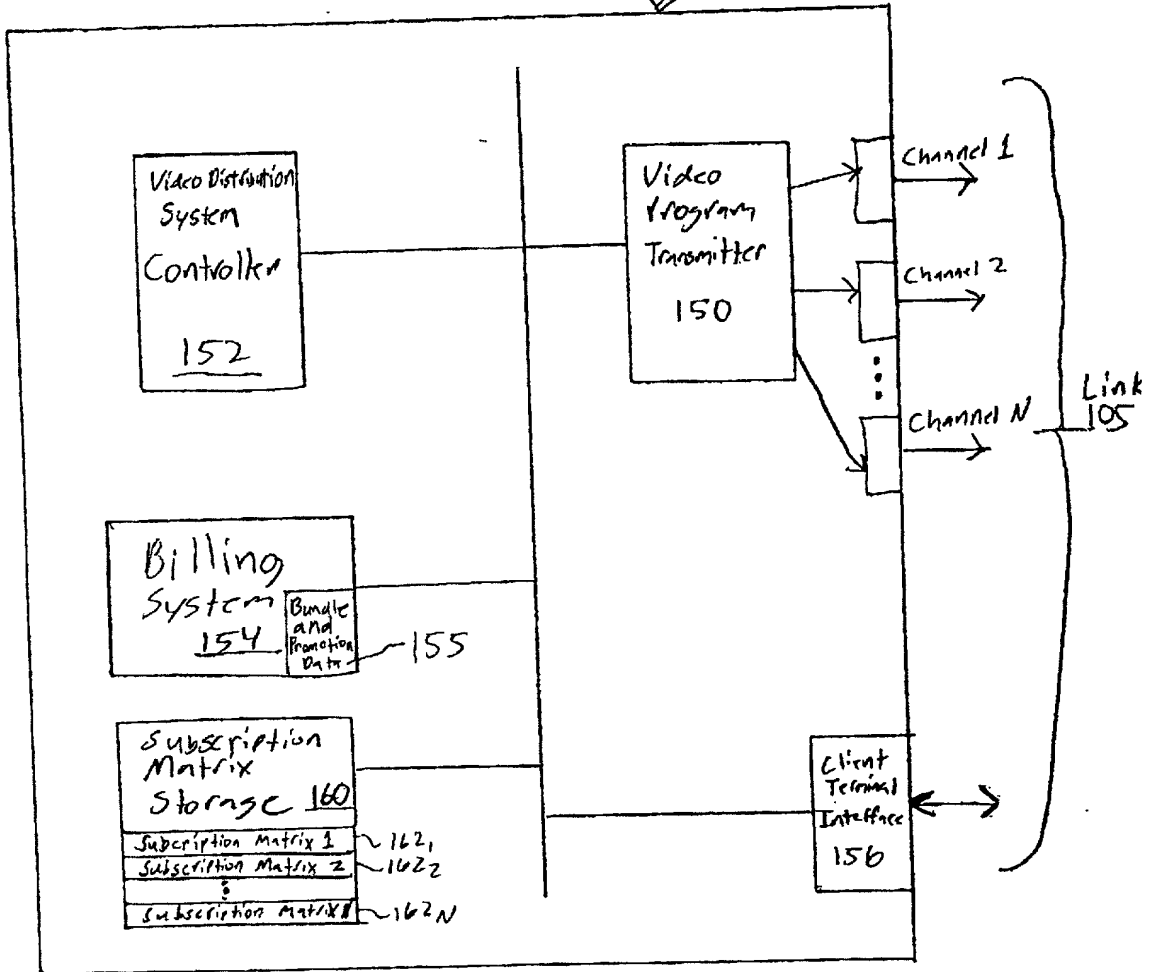


Figure 4

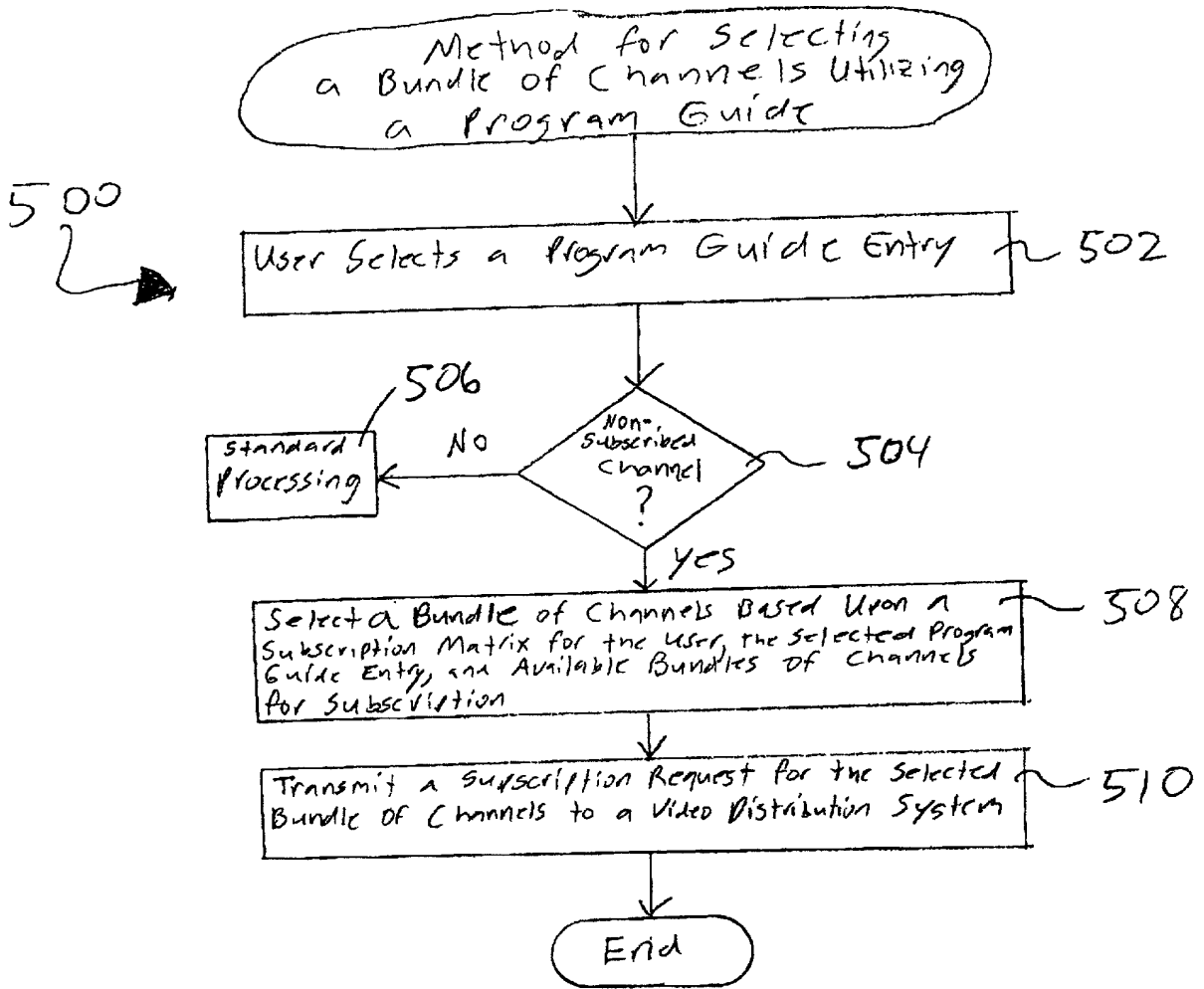
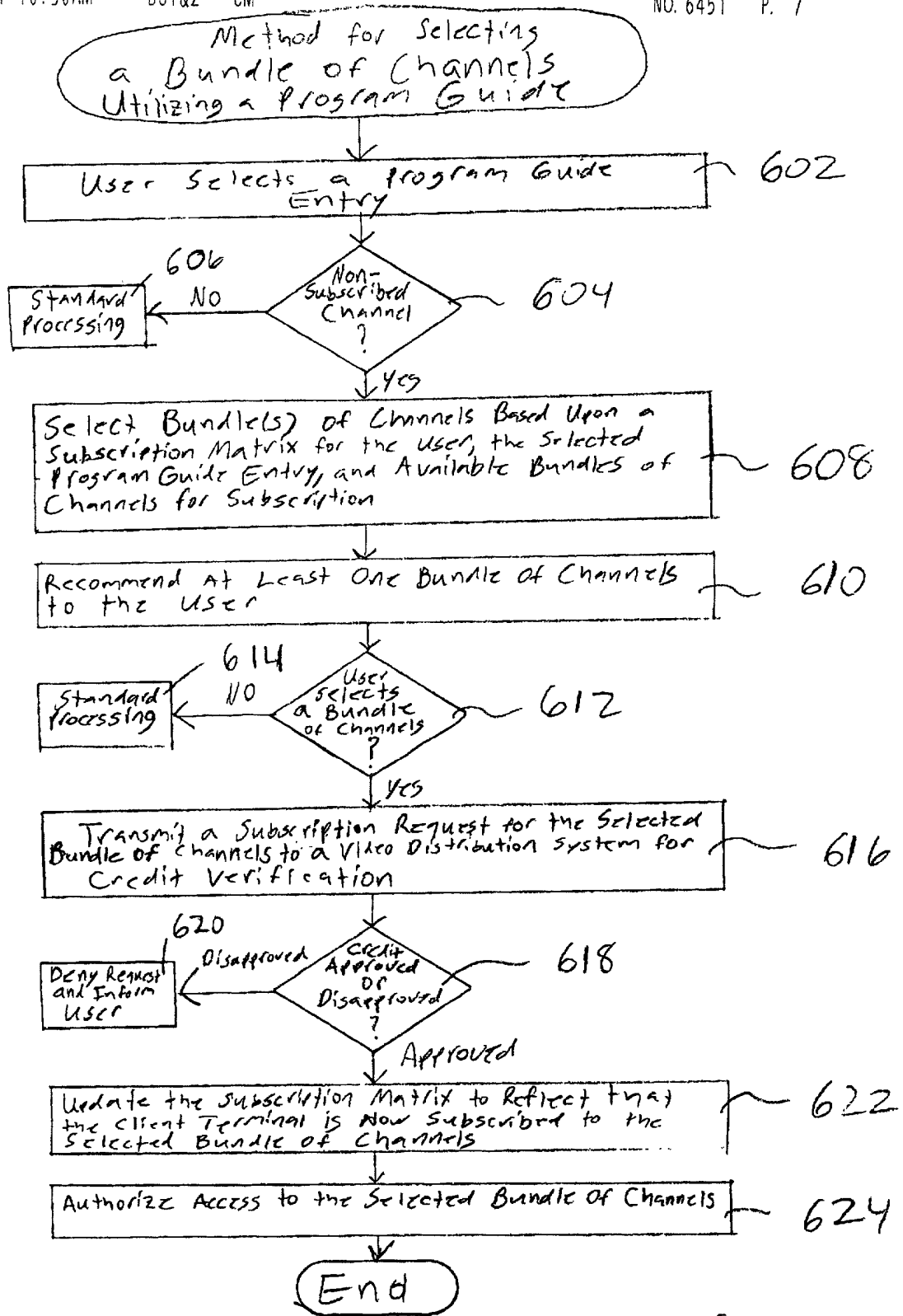


Figure 5

09959 0740 20502660

600
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0902053 07304
0902053 07304
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Figure 6